



2015

Community Event Sponsorship Opportunities

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Christmas Tree Lighting Ceremony

Contact:

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About Kenmore

- Kenmore is centrally located at the northern tip of Lake Washington between Seattle and Bellevue
- Kenmore population is 21,370 residents ¹
- 66% of households in Kenmore are families
- Median household income in Kenmore was \$76,932 ²
- Award winning public school system; 47% of residents hold bachelor's degree or higher
- "Playful City USA" community featuring Burke-Gilman Regional Trail, Saint Edward State Park, water access, and other outdoor recreational opportunities

(1) OFM, 2014 population estimates

(2) 2008-10 American Community Survey, 3 year estimates

Event Overview

The City of Kenmore organizes four **FREE** community events per year:

- Kenmore Summer Concert Series (July and August)
- Fourth of July Fireworks Show (July)
- Kenmore Play Day (August)
- Christmas Tree Lighting Festival (December)

Summer Concert Series

- The Kenmore Summer Concert Series is in its 13th season
- The 2015 Kenmore Summer Concert Series is scheduled for six consecutive Thursday evenings beginning July 9th at Saint Edward State Park
- Each concert features music from around the world; In the past, the lineup included Hawaiian, bluegrass, folk, and reggae; The varied lineup attracts a wide range of demographics each week
- Approximately 4,500 spectators from Kenmore and the region attend the concert series annually
- The City works with KBCS 91.3fm on promoting the concert series as the station has a robust world music program and a devoted audience that attends Kenmore concerts



*Thursday Evenings at
Saint Edward State Park*

Family Friendly

**Free Concert &
Parking**

Food Vendors

Quality Music

Fourth of July Fireworks Show



Arts & Crafts

○ In 2015, the City will host its 9th annual Fourth of July Fireworks Show

Vendors

○ The Fourth of July Fireworks Show is held at Log Boom Park which is located on the northern tip of Lake Washington

Entertainment



Fireworks Show

○ The professional fireworks display attracts approximately 2,500 spectators from around the region to the park and several thousand to additional viewing areas



FREE

Fun for the Whole Family!

Kenmore Play Day

○ Play Day in Kenmore is a city-wide event that recognizes the importance of play in keeping children and families active and healthy. Play Day in Kenmore is part of the national KABOOM movement that works with communities to keep families active.

○ KaBOOM! is a national non-profit dedicated to saving play for America's children. Its mission is to create great play spaces through the participation and leadership of communities. They envision a place to play within walking distance of every child in America.

○ Play Day works with Kenmore's "play", health, and fitness providers to provide an event with fun family activities, fitness education, and information to connect families with recreation and play opportunities within Kenmore.



- Fitness
- Games
- Crafts
- Tug-o-War
- Education
- Bubbles
- Family
- Friends
- Food
- Exploration
- Fun
- FREE

Christmas Tree Lighting Festival



- Santa surprises children with his arrival by fire truck

- The community gathers in the Kenmore City Hall plaza area to count down the lighting of the City Christmas tree



- Approximately 400 attend this free community holiday event

- Local entertainment performs including choirs, orchestra groups, and dance troupes



- Lots of fun activities for kids: photos with Santa, arts and crafts, and holiday treats

VIP Sponsorship

(Volunteers are Important People)
Celebrating Community Volunteerism



Volunteerism creates a way for residents and local businesses to connect to their community and help make Kenmore a great place to live, work, and play.

In 2014, over 2,400 hours were performed by volunteers to help serve the Kenmore community.

VIP Sponsors can demonstrate their commitment to volunteerism in Kenmore by helping to support this important program by becoming a VIP Sponsor. This sponsorship will help to cover costs for supplies, volunteer awards, and needed equipment for volunteer projects.

2015 VIP Sponsorship = \$3,000



Package Sponsorships at a Glance

Category	Cost	Media	Signage	City Newsletter	At Event Recognition	Digital Marketing	On site display space	VIP Passes
Platinum Package	\$5,000	Logo listed on Event Ads Flyers & posters Press Release recognition	Name listed on event sponsor sign	¼ pg ad in one of the City's newsletters that reach over 8,800	Name mentioned during welcoming comments and throughout event over PA	Logo listed on event section of City website, linking your business all of 2014	10' x 10' booth space Space to hang up to 3' x 5' banner	10 VIP Passes for Fireworks Show
Gold Level Package	\$3,000	Name listed on Event Ads Flyers, & posters Press Release recognition	Name listed on event sponsor sign	Name listed as event sponsor in one of the City's newsletters that reach over 8,800	Name mentioned during welcoming comments and throughout event over PA	Name listed on event section of City website	10' x 10' booth space Space to hang up to 3' x 5' banner	5 VIP Passes for Fireworks Show
Silver Level Package	\$1,000	Name listed on Event Ads Flyers, & posters Press Release recognition	Name listed on event sponsor sign	Name listed as event sponsor in one of the City's newsletters that reach over 8,800	Name mentioned during welcoming comments over event PA	Name listed on event section of City website		2 VIP Passes for Fireworks Show
Bronze Level Package	\$500	Name listed on Flyers, & posters		Name listed as event sponsor in one of the City's newsletters that reach over 8,800	Name mentioned during welcoming comments over event PA	Name listed on event section of City website		
Supporting Sponsor	In-Kind Services*	Name listed on flyers & posters specific to event services provided				Name listed on event section of City website		
VIP Sponsor (Volunteer Program Sponsor)	\$3,000	Name listed on Volunteer Recruitment Flyers & posters Press Release Recognition	Name listed on Volunteer Event signage Logo & name of Volunteer & events Cargo Trailer that attends special event and volunteer events through 2015	Name listed as volunteer sponsor in one of the City's newsletters that reach over 8,800 <i>Sponsorship Packages receive the above benefits for the entire 2015 Event Season, including Fireworks Show, Summer Concert Series, Kenmore Play Day, and Christmas Tree Lighting Festival</i>		Name & Logo listed on volunteer section of City website, showing your business support of volunteerism in Kenmore	Space to hang up to 3' x 5' banner at the major volunteer events	5 VIP Passes for Fireworks Show

Individual Event Sponsorships

Investment = \$250-\$1,000



Individual sponsorships cater to those sponsors who wish to support a specific event or event element.

Kenmore Fireworks Show (July)

Children's Play Zone Sponsor \$500

Benefits: Company banner placed at entry to Children's Play Zone area (rides, play, and craft), name listed on event poster, name mentioned during announcements over public address system, name listed on the event section of the City's website.

Kenmore Play Day (August)

Healthy Food Sponsor \$500

Benefits: Company banner placed at entry to food court area, name mentioned during announcements over public address system, name listed on the event section of the City's website and poster.

Entertainment Sponsor \$250

Benefits: Sponsor recognition on event area signage, name mentioned during announcements over public address system, name listed on the event section of the City's website and on event poster.

Christmas Tree Lighting Festival (December)

Entertainment Sponsor \$250

Benefits: Sponsor recognition on event area signage, name mentioned during announcements over public address system, name listed on the event section of the City's website and on event poster.

Activity Area Sponsor \$250 - \$500

Benefits: Sponsor recognition on event area signage, name mentioned during announcements over public address system, name listed on the event section of the City's website and on event poster.

Additional Information



- Community sponsorship package benefits are guaranteed with a commitment by Friday, April 3, 2015.
- Try a unique way to connect with your community and get face-to-face with your potential customers through special event or volunteer program sponsorships. Consider having your employees volunteer for a community event or park clean up project.
- Create memories with us here in the Kenmore community
- To get your sponsorship set up or to volunteer, please contact Cindy Shelton at 425-398-8900 or cshelton@kenmorewa.gov